

FILE

MAY 27 1946

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**FASHION CALENDAR**

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NEW YORK 19, N.Y.

Eldorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 24, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Being Shown	BACK TO SCHOOL SCARF COLLECTION Showing of new scarf collection by Glentex, keyed to the tempo of the coming season. Special features include gay conversation prints on the new "just like silk" tissue rayon, autumn-toned wools, colorful taffetas, and light-hearted designs for the teen-age crowd. By appointment only. Contact: Ann R. Silver Associates, MU. 2-8633.	GLENSDER TEXTILE CO.	417 FIFTH AVENUE
Now Going On	PM TO HAVE FASHION DEPARTMENT PM is inaugurating a regular fashion department, with Selma Robinson as fashion editor, assisted by Louise Levitas. Publicity: Selma Robinson, WA. 5-2600, Ext. 153.	PM	164 DUANE STREET
Friday May 24 8:30 P.M.	FASHION SHOW AND DESIGN EXHIBITION A retrospective fashion show, 1946 back through the '30's, reviewing American style in a parade of clothes created by Traphagen students in cooperation with the trade. Fashions of 1898, the year of the National Art Club's founding, and costumes of the United Nations, from the school's Museum Collection will also be shown. An exhibition of student work, illustrating the development of American fashion, current in the Club's Galleries until May 30, is open to the public 12:00 P.M. to 6:00 P.M. daily. Fashion show by invitation. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	NATIONAL ARTS CLUB 15 GRAMERCY PARK
Friday May 24	REOPENING: MEDIEVAL GALLERIES Illustrating European civilization from the 3rd to the 16th century, these selected groups of enamels, ivories, metalwork, sculpture, glass, ceramics, and textiles were put away for safekeeping during the war, and will be returned to exhibition in a new setting. Included are many pieces from the J. Pierpont Morgan collection. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND STREET
Saturday May 25 11:00 A.M.	"TRICKS FOR TEENS" FASHION SHOW Summer cottons, beachwear and playclothes for girls will be presented at the Saks 34th monthly "Tricks for Teens" Fashion Show. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP
Saturday May 25 11:30 A.M.- 4:00 P.M.	JUNIOR SPORTSWEAR FASHION PRESENTATION "Miss College Playtimer" -- informal modeling of junior sportswear by students of 10 local colleges. The college presenting the favorite fashions will be selected by votes from spectators. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR EAST BUILDING



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 27, 1946</u>			
Monday May 27 12:30 P.M. Luncheon	DISCUSSION OF CURRENT HOSIERY SITUATION "The Current Hosiery Situation and the Prospects for Fall and Winter" will be discussed by Earl Constantine, President of the National Association of Hosiery Manufacturers at luncheon meeting. Price: Members, \$1.50; Non-members, \$1.75. For reservations, contact: Rhoda Robbins, MU. 5-8600.	AMERICAN MARKETING ASSOCIATION	HOTEL SHERATON LEXINGTON & 37TH ST.
Monday May 27 12:30 P.M.	INFORMAL SHOWINGS OF HENRY ROSENFELD DRESSES New Henry Rosenfeld fashions for summer, presented at 12:30, 2:30, 6:00, and 7:30 P.M. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR CASUAL DRESSES
Monday May 27 4:00 P.M. Cocktails	PRESS PREVIEW: EVENING FASHIONS Anna Miller will show the first all-evening collection since the war years, designed by Patric, to be presented to the press at a cocktail showing. Attendance by invitation. Under direction of Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Monday May 27 4:00 P.M.- 8:00 P.M.	BENEFIT TEA DANCE AND MILLINERY SHOW Advance showing of Fall millinery, designed by Eve Tartar, and a tea dance for the benefit of the Child Placing and Adoption Committee of the State Charities Aid Association. The favorite hat shown in the preview will be selected by well-known professional and business men who will be present. Admission: Packages of rummage to be sold at the Nearly New Shop.	CHILD PLACING AND ADOPTION COMMITTEE	HOTEL PLAZA TERRACE ROOM
Week of May 27	OPENING OF FALL LINE OF GLOVES Aris will present its Fall line of gloves with a collection of leather gloves in the new shortie and longer lengths, introducing the new costume colors of Mink Brown and Fiesta Wine, with many styles from Aris's Paris designs. Also featured are back-to-school gloves in gay handknitted wools. By appointment only. Contact: Ann R. Silver Associates, MU. 2-8633.	ARIS GLOVES, INC.	411 FIFTH AVENUE
Tuesday May 28 9:30 A.M. Breakfast	AIRBORNE FASHION SHOW IN CHICAGO Summer sportswear fashion show for the press aboard a Pennsylvania Central Airline four-motored DC-4, 59-passenger plane during a 45-minute flight over Chicago. Eight models will display sportswear from State Street stores, and breakfast will be served during this first fashion show to be presented in the air in Chicago. Attendance by invitation. Contact: Randall H. Cooper, Executive Secretary.	STATE STREET COUNCIL	CHICAGO. ILLINOIS
Tuesday May 28 3:00 P.M.	PRESS PREVIEW: NEW FALL MILLINERY Brewster & Thornton will present their Fall hat collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BREWSTER & THORNTON	411 FIFTH AVENUE SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 28 4:00 P.M.	PRESS PREVIEW: "DIAMONDS WITH PUNCH" N. W. Ayer will present to the press a collection of wedding-day hats, specially designed by Lilly Dache and Sally Victor, with diamond jewelry from Van Cleef & Arpels -- a forecast of Fall silhouettes in a new kind of fashion show. Production by Bil Baird and Company. Attendance by invitation only. Publicity: Evelyn Allen, CI. 6-0200.	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PIERRE ROOF GARDEN
Tuesday May 28 4:00 P.M.	TRADE SHOWING OF FALL COLLECTION Ark Lane Fashions will show their Fall collection to the trade. Attendance by invitation only. Regular showings will begin on June 3.	ARK LANE FASHIONS	530 SEVENTH AVENUE SHOWROOM
Tuesday May 28 5:00 P.M.- 7:00 P.M.	FASHIONS FOR BUSINESS GIRLS Around-the-clock Spring fashions for business girls will be modeled by employees of Schenley Distillers, Inc. at a showing to be given in co-operation with Macy's. Attendance by invitation. Schenley publicity: Frank Thomas, CI. 4-2200, Ext. 209. Macy publicity: Helen Law, CH. 4-2000.	SCHENLEY DISTILLERS; & MACY'S, NEW YORK	HOTEL PENNSYLVANIA GRAND BALLROOM
May 30	MEMORIAL DAY (Thursday) -- Stores closed.		
Friday May 31	WEEKEND HOLIDAY FOR MEMORIAL DAY Lord & Taylor and B. Altman & Co. employees will be given a holiday from Wednesday night to Monday morning over the Memorial Day and July 4 weekends. These two stores will begin their Saturday closings for the summer on June 1. Most other New York stores will have a long weekend over July 4, and will be closed on Saturdays from June 29 to August 31. These will be listed as soon as dates are definite.	LORD & TAYLOR; B. ALTMAN & CO.	NEW YORK CITY
Saturday June 1- October 1	REOPENING OF SUMMER SOUTHAMPTON SHOP Closed since 1939, the summer shop will be devoted largely to sportswear, handbags, costume jewelry, cosmetics, and possibly a children's department.	SAKS FIFTH AVENUE	8-12 MAIN STREET SOUTHAMPTON, L.I.
Monday June 3 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Paul Parnes will present his Fall Collection to the press during luncheon in his showroom. Attendance by invitation. Publicity: Gladys Steiner, MU. 3-1267.	PAUL PARNES	498 SEVENTH AVE. 10TH FLOOR
Monday June 3 4:30 P.M. Cocktails	PREVIEW SHOWING OF FALL COLLECTIONS Eta of Ren-Eta will show her Fall line to the Trade and Press at cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA OF REN*ETA 498 SEVENTH AVE.	PLAZA HOTEL TERRACE ROOM
Beginning Monday June 3	FALL AND WINTER FUR COLLECTION Showing of new fur collection of Ritter originals. Contact: BR. 9-8144.	RITTER BROTHERS	224 WEST 30TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 3- June 7	SHOWING OF BONMOUTON "WINTRA" COATS Presentation to the trade of new Bonmouton "Wintra" coats, with showing from 9:30 A.M. to 12:00, and 2:00 P.M. to 5:30 P.M. during the week of June 3. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9870.	TOWN & COUNTRY CLUB FURS INC.(540 W. 58 ST.)	WALDORF-ASTORIA LE PERROQUET SUITE

Beginning Monday June 3- June 13	<p>OPENING OF FALL LINES Members of the Guild who will show their lines include: <u>Monday, June 3</u> CARLYE DRESS CORP. DEITSCH, WERSBA &amp; COPPOLA, INC. FRED GREENBERG DRESS CO., INC. HORWITZ &amp; DUBERMAN, INC. KAPLAN &amp; GRABOIS, INC. LA RUE DRESSES, INC. PAUL SACHS ORIGINALS, INC. <u>Tuesday, June 4</u> A. GOODMAN &amp; CO., INC. INTERNATIONAL DRESS CO., INC. JUNIOR LEAGUE FROCKS, INC. MORRIS &amp; MARCUS PARNIS-LIVINGSTON, INC. BEN REIG, INC. C. H. D. ROBBINS CO. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC.</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA  <u>Thursday, June 6</u> CAPRI FROCKS, INC. JOSEPH HALPERT, INC. MARY LEE, INC. DAVID LEONARD &amp; LEVINE, INC. <u>Friday, June 7</u> SAMUEL KASS GOWNS, INC. <u>Monday, June 10</u> ROSE BARRACK, INC. WILLIAM BASS DRESS CO. MARTIN SIMON, INC. <u>Tuesday, June 11</u> FOX-BROWNIE, INC. HANSEN BANG, INC. HERBERT SONDHEIM, INC. HANNAH TROY, INC. <u>Thursday, June 13</u> ED GERRICK, INC.</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p>
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

Monday June 3- June 13	<p>SHOWING OF NEW FALL COLLECTION Eisenberg &amp; Son will present their Fall collection of coats, suits, dresses and blouses, and a new line of cosmetics. Attendance by invitation. Publicity: Etta Loughran, Abbott Kimball Co., Inc., PL. 3-9600.</p>	EISENBERG & SON CHICAGO	GOTHAM HOTEL ROOMS 307, 308, 309
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Monday June 3- June 14	<p>OPENINGS: FALL FORMAL WEAR First joint opening of formal wear firms, with a showing of Fall lines by members of the Formal Dinner and Wedding Dress Guild, including: ANDORA FROCKS BARBARA DANCE FROCKS BEAUTIME FORMALS BON RAY DANCE FROCKS NAT CANTOR FORMALS CARMIE DANCE FROCKS COLUMBIA JUNIORS HENRY H. CONDER, INC. COQUETTE FORMALS DANSANT FROCKS</p>	<p>FORMAL DINNER AND WEDDING GUILD DEBI DANCE FROCKS DU BARRY FROCKS GLAD MODES, INC. MIRIAM MODES GEORGE JACOBSON, INC. LEO JACOBSON, INC. HARRY KEISER, INC. DAVID KLEIN, INC. KOPP &amp; WEINBERG, INC.</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS LEE CLAIRE, INC. MISS AMERICA, INC. NITE CLUB FROCKS FRED PERLBERG, INC. PRE VUE DANCE FROCKS SEALOVE-BECKER WILL STEINMAN, INC. TOPPER FORMALS YOUNG MODES</p>
	Contact. individual manufacturers.		



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Week Of June 3	<p>OPENING OF FALL COLLECTIONS FOR JUNIORS</p> <p>The following members of the New York Dress Institute will present their Fall collections during the week of June 3:</p> <p>ARKAY JUNIOR FROCKS  BABS JUNIOR, INC. (FOGA member)  HORWITZ &amp; DUBERMAN (FOGA member)  INTERNATIONAL JUNIOR (FOGA member)  JOHN IRWIN DRESSES, INC.  JOANNE JR.-ZINN BROS.  JUNIOR LEAGUE FROCKS, INC. (FOGA member)</p> <p>Contact individual manufacturers.</p>	<p>JUNIOR DRESS CREATORS OF NEW YORK, INC.</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p> <p>MAIRELL, JR.  MARGOT DRESSES, INC.  MODERN AGE JUNIOR  IRA RENTNER-MILLER &amp; CO.  SILVER DRESSES  YOUNG AMERICAN DEB</p>
Tuesday June 4 8:45 A.M.- 5:00 P.M.	<p>BRIDAL BUSINESS CLINIC FOR 1946</p> <p>The Summer 1946 Bridal Business Clinic will have the following schedule:</p> <p>8:45 A.M.--Continental Breakfast  10:00 A.M.--Modern Bride Shop Management, with Alexandra Potts as speaker, and an open question and answer period.  12:15 P.M.--Luncheon. A greeting from the Publisher. Guest Speaker: Bruce Barton, Chmn of Board, B.B.D. &amp; O.  2:45 P.M.--Wedding Etiquette. Speaker: Marjorie Binford Woods. Open question and answer period conducted by Marian E. Murtfeldt.  3:30 P.M.--Fashion session, with discussion of Bridal fashions, including resume of bridal trends from the French couture - illustrated by slides. Followed by mannequin presentation of fashions to be featured in the Autumn issue of The Bride's Magazine.  5:00 P.M. to 6:00 P.M.--Champagne party.  For reservations, contact: Virginia Andrews, MU. 2-1490.  Publicity: Alexandra Potts, MU. 2-1490.</p>	<p>BRIDE'S MAGAZINE (527 FIFTH AVENUE)</p>	<p>WALDORF-ASTORIA</p>
Tuesday June 4 2:30 P.M.	<p>NEW FALL LINE OF COSTUME JEWELRY</p> <p>Fall jewelry collection, presented by Ben Reig Co., now manufacturing costume jewelry in addition to furs and dresses. Omar Kiam, the firm's designer, has designed the collection which will be shown on June 4. Attendance by invitation. Contact: Ben Reig Co., CH. 4-1542.</p>	<p>BEN REIG CO.</p>	<p>498 SEVENTH AVENUE</p>
Tuesday June 4 4:00 P.M. Cocktails	<p>PRESS PREVIEW: NEW FURS FOR FALL</p> <p>"The Gift of the Gods" -- a press preview of Esther Dorothy's new Fall collection of furs. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.</p>	<p>ESTHER DOROTHY</p>	<p>RITZ CARLTON HOTEL CRYSTAL GARDENS</p>
Wednesday June 5 12:45 P.M. Luncheon	<p>GRADUATION LUNCHEON FOR FASHION SCHOOL</p> <p>The alumnae award, instituted last year by the Tobe-Coburn school for Fashion Careers, will once again be presented to an outstanding graduate of an earlier class. Principal speaker: Mrs. Beatrice Fox Auerbach. Attendance by invitation only. Contact: PL. 3-0773.</p>	<p>TOBE-COBURN SCHOOL FOR FASHION CAREERS</p>	<p>WALDORF-ASTORIA SERT ROOM</p>



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Wednesday June 5 12:15 P.M. Luncheon	FRENCH MILLINERY FOR FALL 1946 "Fall 1946 French Millinery Collections" will be the subject discussed at a luncheon given by the Millinery Division of The Fashion Group. Original imports selected for U. S. reproduction by volume manufacturers will be shown, and there will be 5-minute talks by French fashion celebrities, including Mme. Jacqueline Vieilleville, French fashionist. Commentator: Maud G. Moody, of Women's Wear Daily. Chairman of Millinery Division: Peg Fischer. Price: \$3.10 for members; \$3.50 for guests (including tax and tip). Reservations close Tuesday, June 4, at 5:00 P.M. Must be paid for if not cancelled by then. <u>Note change of hotel.</u> Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday June 5 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS "Night Life of the Goddesses" (with no apologies to Thorne Smith) -- a champagne party for the press, presenting an advance preview of the fall collection of Miss America's suits, dresses and evening clothes, designed by Harry Shacter. Commentator: Vyvyan Donner, Fashion Director, 20th Century-Fox Movietone News. Attendance strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	MISS AMERICA, INC.	WALDORF-ASTORIA ASTOR GALLERY
Wednesday June 5 4:30 P.M. Cocktails	PRESS PREVIEW OF BONMOUTON COATS Special presentation of Parisian and American Couturier designs in Bonmouton, originally scheduled for May 21, will be held on Wednesday, June 5 for the press. The showing will be repeated for the trade on Thursday, June 6, in the Perroquet Suite at the Waldorf-Astoria. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9870.	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
Thursday June 6 3:00 P.M. Cocktails	PRESS SHOWING: NEW FALL MILLINERY Showing to introduce Lenesta's new Fall millinery collection. Attendance by invitation only. Publicity: Hilda Kassell, PL. 5-5319.	LENESTA	15 EAST 53 ST. SALON
Thursday June 6 4:00 P.M.	CHARM MAGAZINE'S CLINIC FOR 1946 A clinic for stores to preview September issue of Charm Magazine-- "On With the Job"-- with complete costumes for business girls. Attendance by invitation only. Publicity: Henrietta Williams, MU. 3-8910.	CHARM MAGAZINE (STREET & STREET PUBL.)	HOTEL PIERRE GRAND BALLROOM
Thursday June 6 4:00 P.M.- 6:30 P.M. Cocktails	"AS HE'LL LIKE IT" TULA FASHION SHOW A "glamour" fashion show featuring hostess pajamas, negligees, and bridal sets created by Tula. Entire collection inspired by famous Shakespearian heroines. Highlight of the show will be the Siamese influence in hostess pajamas and robes as featured in the Twentieth Century-Fox production "Anna and the King of Siam." All Siamese ensembles at Bonwit Teller in New York; bridal outfits at B. Altman & Co. Commentator: Vyvyan Donner, Fashion Director, 20th Century-Fox Movietone News. Press strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	SAM LANDAU, INC.	HOTEL PIERRE ROOF GARDEN



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Friday June 7 9:00 A.M. Breakfast	PRESS PREVIEW: FALL FASHIONS Eisenberg & Son's Fall collection of coats, suits, dresses and cosmetics will be shown to the press during breakfast. Attendance by invitation only. Publicity: Etta Loughran, Abbott-Kimball Co., PL. 3-9600.	EISENBERG & SON CHICAGO	GOTHAM HOTEL BALLROOM
Friday June 7 12:30 P.M. Luncheon	GRADUATION LUNCHEON OF FASHION CLASS 150 young women graduates representing every section of the United States (and Canada) will be guests of this fashion career school at a formal graduation ceremony and luncheon. Guest speakers: Col. Leon Mandel, President, Mandel Bros., Chicago; Esther Lyman, Merchandising Editor, Harper's Bazaar; Michael Schaap, Chairman of Board, Bloomingdale's. By invitation only. Publicity: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
June 8	LUGGAGE AND LEATHER GOODS WEEK (June 8-June 13)		
Monday June 10 1:00 P.M. Luncheon	"RUSSEKS SNAPS SUMMER IN BLACK AND WHITE" Black and white Summer "heat-beaters" will be presented by Russeks during luncheon. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publ.: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Monday June 10- June 14	GROUP SHOWING OF NEW FALL LINE The first constructive effort to show new Fall corset and brassiere lines in one hotel, for the convenience of buyers, with 70 exhibit rooms on the 5th and 6th floors of the Hotel New Yorker. Contact: Jed Sylbert, 220 5th Ave.	CORSET & BRASSIERES EXHIBITORS GUILD	HOTEL NEW YORKER 5TH & 6TH FLOORS
Beginning Monday June 10	OPENING OF FALL SPORTSWEAR LINES <u>June 10</u> -- STAR-MAID DRESSES, INC. <u>June 11</u> -- ADLER & ADLER, INC.; KANE-WEILL, INC. <u>June 12</u> -- DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO. <u>June 13</u> -- CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG; SPORT-CRAFT. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Week of June 10	FALL SHOWINGS: GUILD SHOE LINES Shoe manufacturers' main Fall showings of shoes for September, October, and November delivery and retail selling. According to Guild's merchandising calendar for its five annual openings, shoes to be purchased are the following: main Fall footwear in daytime, afternoon, cocktail and evening types; special promotion shoes; re-sizing of early Fall "buys". Members of the Guild of Better Shoe Manufacturers are Cangemi, Inc.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co.; Palter DeLiso, Inc.; Schwartz & Benjamin, Inc.; Thomas Cort Ltd.; Van Arden Shoe Co.; M. Wolf Sons, Inc.; Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS OF SHOE MANUFACTURERS



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Tuesday June 11 12:30 P.M. Luncheon	SHOWING OF NEW FALL COLLECTION Emily Wilkens will present her new Fall Young Originals Collection during luncheon. Attendance by invitation only.	EMILY WILKENS YOUNG ORIGINALS	ESSEX HOUSE COLONNADES ROOM
Tuesday June 11 3:00 P.M. Cocktails	PRESS PREVIEW OF FREDRICA FURS "Haute Couture in Precious Furs" presenting Fredrica's new Fall and Winter collection at a private cocktail party for the press. Attendance by invitation only. Publicity: Joanne Leps, LA. 4-2751.	SCHWARTZ & BLUESTEIN INC.	345 SEVENTH AVENUE 16TH FLOOR
Tuesday June 11 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Kiviette will present her Fall collection of gowns, coats, suits, dresses, and dinner and evening clothes. Showing promptly at 5:00 P.M. Admission by card only. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday June 11 4:30 P.M. Cocktails	NEW FASHIONS AND TECHNICOLOR MOVIE "Selling to Stores", a 17½ minute technicolor movie, will be presented along with the new Fall "Paris in New York" Moyon Original fashions by Sam Friedlander, including cocktail and evening clothes, evening pajamas, bridesmaid and wedding gowns. (This showing will be repeated on Thursday, June 20 at 4:30 P.M.). Attendance by reservation only. Contact: Sam Friedlander, PE. 6-2663.	SAM FRIEDLANDER (530 SEVENTH AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 11 6:30 P.M. Dinner	SMALL STORES DIVISION DINNER MEETING "Hidden Financial Hazards" will be discussed by Harold W. Scott, Vice President, The Pennsylvania Co., Philadelphia. "How to Establish a Frozen Food Department on a Sound Basis" will be the subject of Dr. G. Hodges Bryant, Chairman of the Board, Frozen Food Institute. Nancy Pepper, Fashion Editor, "Calling All Girls' Magazine", will speak on "Getting More of the Teen-Age Business". There will be open forum discussions on these and other subjects. Chairman: Marvin Oreck, Vice President, Oreck's, Duluth, Minn., and Chairman, Smaller Stores Division. Price: \$5.00 per person. Contact: Leonard Mongeon, Mgr., Smaller Stores Div., PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSN.	HOTEL NEW YORKER GRAND BALLROOM
Wednesday June 12 4:00 P.M. Cocktails	ANNUAL FASHION SHOW AND PRESS PARTY Sixth annual National Sewing Contest Fashion Show and Cocktail Party, sponsored by the National Needlecraft Bureau, to award prizes to national sewing champions. Alma Kitchell, of American Broadcasting Company, will be Mistress of Ceremonies. Attendance by invitation only. Publicity: Grace Turner, of Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday June 12 4:30 P.M.	SEMI-ANNUAL FASHION PRESENTATION Twelfth semi-annual fashion presentation by Woolknit Associates for buyers, merchandise managers, and fashion press, by invitation only. Under direction of June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	WOOLKNIT ASSOCIATES	PIERRE HOTEL BALLROOM



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Wednesday June 12 4:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW: NEW COSMETIC PRODUCTS New cosmetics by Helen Neuschaefer will be presented to the press at cocktails in the Rainbow Room. Attendance by invitation only. Publicity: Eleanor Rowlands, Rowlands, Assoc. MO. 4-9292.	HELEN NEUSCHAEFER (80 FIFTH AVENUE)	RAINBOW ROOM ROCKEFELLER PLAZA
Beginning Wednesday June 12	FALL COLLECTIONS VARDEN PETITE Presentation of new Fall collection at 10:30 A.M., 1:30 P.M., and 4:30 P.M. Attendance by appointment. Contact: Miss Margo, PE. 6-5460.	VARDEN DRESS CO., INC.	530 SEVENTH AVE. 7TH FLOOR
Wednesday June 19 2:30 P.M.	PRIVATE SHOWING OF FABRIC COLLECTION Stefan collection in John Walther woollens, shown to leading stores <u>strictly by invitation</u> . Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS, INC.	450 SEVENTH AVE. SHOWROOM
Thursday June 20 4:00 P.M.	PRESS SHOWING: FALL MILLINERY COLLECTION A formal showing of Peg Fischer's Fall millinery collection at the Pent- house of the St. Regis Hotel. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	PEG FISCHER	ST. REGIS HOTEL PENTHOUSE
Week of June 23- June 29	ANNUAL DISPLAY MARKET WEEK The Display industry's first large postwar market event, with an exhibit of manufacturers' products, new techniques, materials, sources, fashions, and lighting. Included will be a joint clinic with retailers and a group of fashion editors demonstrating on live models fashion points with which display people should be familiar when planning and installing window displays.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	HOTEL NEW YORKER
Week of June 24- June 29	ANNUAL "SWIM FOR HEALTH" CAMPAIGN Eleventh annual "Swim for Health" campaign-- to increase American swimming and promote the teaching of swimming. Bulletins, posters, and displays featuring fashion photographs, articles on swimming for health, for beauty, etc. Contact: Martin Stern, Exec. Secy, 60 E. 42 St. VA. 6-0543.	SWIM FOR HEALTH ASSOCIATION	THROUGHOUT THE COUNTRY
Tuesday June 25 3:30 P.M.	PRESS SHOWING OF FALL MILLINERY Braagaard will show his advance collection of Fall millinery to the press. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	BRAAGAARD	17 WEST 57 ST.
Wednesday June 26 2:30 P.M.	PRESS SHOWING: FALL MILLINERY New Fall millinery collection will be shown to the press by Madame Pauline. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	MADAME PAULINE	6 EAST 53 ST. SALON
Thursday July 4	INDEPENDENCE DAY (stores closed).		



MUSIC...THEATRES...MOVIES...NIGHT SPOTS

CARNEGIE "POP" CONCERTS  
CARNEGIE HALL, 57TH ST. & 7TH AVE.  
Fourth week in seven weeks' series of classical and popular music, with the following conductors and artists for this week:  
Fri. May 24--David Broekman, conductor; Dorothy Kirsten, soprano; Robert Merrill, baritone; Paul Nero, violinist.  
Sat. May 25--Mario Cortez, conductor; Elizabeth Wyser, contralto; Giuseppe Caruso, tenor; instrumentalists.  
Sun. May 26--Constantine Gallinicos, conductor; Nicola Moscona, bass.  
Mon. May 27--"Jazz at the Philharmonic". Coleman Hawkins, Lester Young, Buck Clayton, Kenneth Kersey, Shadow Wilson, Curley Russell.  
Tues. May 28--Ann Kullmer, conductor; Zinka Milanov, soprano; Kurt Baum, tenor.  
Wed. May 29--Maurice Abravanel, conductor; Ruggiero Ricci, violinist; George Ricci, cellist.  
Thurs. May 30--David Broekman, conductor; Eileen Farrell, soprano; Conrad Mayo, baritone.  
Fri. May 31--D'Artega, conductor; Lucille Manners, soprano; Bess Myerson, (Miss America 1945) pianist; "Rex" Stewart, trumpet, and Sextet; Jim Ameche, Narrator.  
Tickets: \$1.00 to \$3.00 plus tax. Refreshments at popular prices.  
Publicity: The Earl Ferris Co., Hope Associates Division, PL. 5-3100.

Friday  
May 24  
PREMIERE: "DO YOU LOVE ME" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.  
A 20th Century-Fox technicolor musical with Maureen O'Hara, Dick Haymes, Harry James, and Reginald Gardiner. About a shy, plain music school dean who is rejuvenated and beautified by the magic of swing music. Producer: George Jessel. Director: Gregory Ratoff. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CI. 6-0950.

Saturday  
May 25  
PREMIERE: "O. S. S." (Movie) GOTHAM THEATRE, B'WAY AND 47TH ST.  
Paramount production about activities of American espionage agents during World War II, featuring Alan Ladd, Geraldine Fitzgerald, Patric Knowles, and John Hoyt. Written and produced by Richard Maybaum. Director: Irving Pichel. Costumes: Mary K. Dodson. Publicity: Aileen St. John Brenon, BR. 9-8700.

Saturday  
May 25  
RECITAL: THE AMERICAN DANCE BROOKLYN ACADEMY OF MUSIC, LAFAYETTE AVE.  
Martha Graham, Nora Kaye, Jerome Robbins, Katherine Dunham and Charles Weidman will appear at the third and final concert of the series sponsored by the Greater New York Committee for Russian Relief for the benefit of the First Central Medical Institute of Moscow. Honorary Chairman: John Martin, N. Y. Times Dance Critic. Tickets: \$1.80-\$3.60. Contact: WH. 3-2460.

Friday  
May 31  
OPENING: "AROUND THE WORLD" ADELPHI THEATRE, 54TH ST. EAST OF B'WAY  
Mercury Theatre's new musical travelogue, presented by Orson Welles and Cole Porter, based on the Jules Verne novel. Cast features Mary Healy, Julie Warren, Larry Lawrence and Stefan Schnable. Settings: Robert Davison. Choreography: Nelson Barclift. Costumes: Alvin Colt. Publicity: Frank Goodman, CH. 4-8240.

Monday  
June 3  
OPENING: "HAMLET" N.Y. CITY CENTER, 131 WEST 55TH ST.  
Maurice Evans will return to New York with his GI version of "Hamlet" for a two-week's engagement under the management of Michael Todd. Director: George Schaefer. Costumes: Irene Sharaff. Publicity: Michael Todd, PL. 5-6232.